

When All Pitchers Are Mathewsons, Then---And Not Till Then---Will All Makers of Men's Clothes Make GOOD Clothes

Meanwhile, men's clothes made for the "Popular" ARE good clothes; different—deliberately different—from all other clothes made even in the same workrooms where ours are made.

The suit we are to sell for \$18 must be GOOD; so must the suit we are to sell for \$40. And to insure that it shall be so, we have set down in detail, in black and white, the

Standard For "Popular" Clothing

This accompanies every order. It is the guide to every tailor. It is the test of every finished suit. In the matter of style—little touches that distinguish one season's suit from the last—our viewpoint is that of the capable business man of this city; our suits the result of close observation and study, in Chicago and New York.

Going to Chicago—or into the clubs of New York—is like visiting a picture gallery; one man will get nothing from his visit; another man will absorb the true atmosphere, understand, and rightly apply his knowledge.

How rightly we have applied our knowledge—how differently—will appear when a man has chosen his color and stands before the mirror. Full stocks of Fall suits and topecoats, ready for Thursday.

See Our Special Lines of Suits at \$12.50, \$15.00, \$16.50 and \$18.00

Hart Schaffner & Marx, Rogers Peet and Fitform Clothes at \$20 to \$40

See The New Caps **The Popular** DRY GOODS CO., INC. See The New Hats



FITFORM

SEE THIS TOMORROW!

Two Reel Imp Feature

Don't Miss This Feature Film

Spectacular Picture of Thrilling Events

"The Dare Devil Mountaineer"

Featuring RODMAN LAW and JEAN ACKER in a dare devil stunt of driving a motorcycle at the speed of 85 miles an hour into an open draw bridge, then a forty foot drop below. Law does this thrilling stunt with Jean Ackers on his back.

DON'T MISS IT
5c and 10c

UNIQUE THEATRE

PLAYGROUNDS DEVELOP CHILDREN'S MINDS, BODIES AND HONOR

WHERE are the El Paso children to play 10 years from now? At the rate the city is building up, with the vacant lots disappearing under the onslaught of apartment houses, the streets may soon be the only place left for play.

H. G. Haese, the new physical director of the Y. M. C. A., thinks that El Paso should take steps immediately to set aside some land for playgrounds before it is all built upon.



IF YOU ARE NERVOUS

or worried or vexed at trifles, your vital forces are slowly but surely deteriorating.

Scott's Emulsion overcomes nervousness better than anything else because its nourishing force enriches the blood and stimulates its flow to all the tissues and bathes the tiny nerve cells in the rich plasma by which they are nourished.

Shun alcoholic substitutes that stimulate and stupefy. Take Scott's Emulsion for your nerves. Its nutritive power is the greatest help that nature affords.



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play, but someone to guide them in play that will develop them physically as well as keep them happy and occupied, and out of mischief.

Develop Children.

"It has been found that games are a great test and development of the sense of honor. There is nothing that teaches children honor, fairness and cooperation like competitive games. When a child is clean and fair in games, he is pretty apt to be that way in everything else. Even if a boy has a tendency to 'play dirty,' the other boys take it out of him; they won't play with a boy that can't play fair. Through competitive games we can make better citizens of our young America than any other way."

"Another thing, games teach children to think for themselves and think quickly. The boys learn that in order to be at their best for games they have to take care of themselves physically. In short, athletic work and competitive games are invaluable in training boys to be all around men, and the same thing applies to girls also."

Grab the Land Now.

"At the rate that El Paso is growing," continued Mr. Haese, "the thing to do is to grab some land right now. In 10 years or 20 years from now the price will be absolutely prohibitive. It is being urged by people interested in the playground movement that the land adjoining the Lamar school on the Dallas street corner be purchased and a public playground be established on the school grounds. Supporters of this idea point out that as the school building is near the Montana street side of the block if the Dallas street corner could be purchased and included in the grounds this would give the children a regulation size football and baseball field, besides two courts for basketball, plenty of room for play apparatus and a big space for a sand pile for the younger children."

"Why not establish a demonstration playground on the Lamar school grounds?" asked Mr. Haese in discussing this proposition. Lamar school is centrally enough located to be a playground for the youngsters on both sides of the tracks. Besides being a very feasible plan, the making of the public playground at Lamar school would be the most economical way to start a playground in El Paso.

For only the few corner lots would have to be purchased and the parking and grass are already in. If a demonstration playground were started here, I am sure one summer's work under an efficient playground director would bring out enough support from the people for the creation of other playgrounds throughout the city."

DOUGLAS PLANS FOR EL PASOANS' VISIT

Douglas, Ariz., Oct. 15.—Arrangements are being made for a good time for the El Paso trade excursionists upon their arrival here. At a meeting of the chamber of commerce, Albert Stacy and Dr. E. W. Vanneman were named as a committee to supervise the arrangements.

The chamber also discussed the advisability and practically decided to join the chamber of commerce of the United States. A portion of the amount subscribed by Douglas to the Bortland road race, from El Paso to Phoenix, was transmitted to the central committee at Phoenix, as a result of the meeting. The rest will be sent as it is raised.

Dr. James Douglas, his son, Walter Douglas, general manager of the Phelps Dodge company, and H. J. Simmons, manager of the E. P. & S. W. railroad, passed through Douglas on route west on a tour of inspection, made semi-annually by Dr. Douglas. He will be in the southwest for three weeks.

A Great Underprice Purchase and Sale of Women's Fall Suits \$19.50 Values Worth Up as High as \$34.50

THERE seems to be no let up to the stream of "better values" which the New York office is sending us daily.

—Yesterday came these wonder suits to sell at \$19.50—and to say that they are the best suit values we have ever had to offer is but to express an enthusiasm mildly! We believe they are the most extraordinary values El Paso has seen in years!

—All have that indescribable air and style that only skilled designers and master workmen can give—all of the garments are made up of materials that you are in the habit of seeing in suits at even more than \$34.50.

—The range of styles, sizes, materials and colors is broad enough so that



every woman, miss and junior will be able to find one to suit her exactly.

—Various cutaway styles in such materials as whipcords, brocade matelasses, eponge, honeycomb and waffle cloth, and compose suits with plaid skirts and plain coats, wool poplins, heavy chevots, serges and novelty mixtures; coats are lined with a guaranteed quality of satin lining and have shields in sleeves; skirts are plain, button trimmed and draped models.

—See some of these in one of our San Antonio street windows today—and on the third floor Thursday. Remember the values are up to \$34.50 and this underpriced purchase allows us to sell them to you at \$19.50.

Unexcelled Values In

Women's Fall Coats \$10 and \$15

OUR New York buyer has recently given a special buying allowance for popular priced garments—the only instructions were—"Find Better Values."

—If this great group of two hundred and fifty-six coats which has just come in is to be taken as a fair sample of the "Better Values" to come—we can safely count on the Third Floor sections business of popular priced garments more than doubling and even our increased facilities will be taxed to the utmost.

—A few of these coats you might say were \$15 values, but by far the most of them you would call the best of \$19.50. Some you entice over at even more.

—There are street coats, motor and sport coats—of chinchilla, pile fabrics, plush and novel mixtures in all of the favored colorings.

—Do not fail to see these garments when you come to the store on Thursday

The Result of Unusual Circumstances

New Separate Skirts \$4.95

They Would Ordinarily Sell at \$7.50

THE compose suit is a very attractive model, and it may be a very inexpensive one, if you already have a plain color coat, and avail yourself of this opportunity to get a smart plaid, checked or striped skirt to complete the costume.

Numerous smart styles of skirts in large plaids in brown, blue, grey and green—checks and stripes of all sizes in black and white.

—Also numerous styles in Broadcloth, Bedford Cord, Mixed Woolens, Serge, etc.

—Skirts that would ordinarily sell at \$7.50 offered here Thursday at \$4.95

We Feature a Line of

Girls' Wool Dresses \$2.95

FOR Thursday we want to call your special attention to our new line of wool school dresses for girls, in blues, browns and reds; very effectively trimmed in pipings of contrasting colors, and in the new shepherd check trimmings, in Balkan and other styles, all very good for this season. We are featuring these dresses at the very special price of \$2.95.

—Come and make your selection while the stock is complete.

GIRLS' FALL COATS \$5.00—We are also showing the strongest line of girls' coats we have ever offered for \$5.00, in all the leading colors and styles, in sizes from 2 to 14 years.

(SECOND FLOOR)

New Trimmed Hats

OUR showing of Fall Millinery is both brilliant and beautiful, giving representation to every new and approved style tendency. Distinctiveness and exclusiveness are two very marked features in this exhibit this season—and the values are accentuated to a greater degree than they have ever been at this store.

Many and diversified are the shapes that are finding favor, although the small and medium shapes on the order of the Continentals, Tams and Turbans and those with high side and back flares are the most prominent.

In the matter of trimming the return of the front posting is finding especial favor, ribbons, bowties, and other accessories are being used to produce the desired effects as are large butterflys, which are finding so much favor in Paris.

We feature strong lines at \$7.50 and \$10 and a wonderful showing of untrimmed shapes at prices to suit all purses.



The Popular
DRY GOODS CO., INC.

Sale of Women's New

Silk Dresses Up to \$25 at \$15

THE dressmaking concern from which we obtained these dresses is the largest in business. It sends representatives abroad each season, who bring back the smartest styles produced by the world's fashion center;—Paris—and reproduce them with exacting fidelity.

—On account of our pleasant business relations this concern gave up these dresses at a very great price concession, so as to make the sale of these dresses one long to be remembered by those that participate in it.

—Two of the most desirable materials are embraced; crepe de Chine and Charmeuse in all the beautiful new shades; plain and pleated tunics; high and low neck, long and short sleeves; all prettily trimmed with dainty laces. In this collection you will also find the popular and much wanted "SUNSHINE" dresses—others with plain tops and box pleated tunics. There are all sizes for women, misses and junior girls. See them.

We Want You to See These

Lovely Blouses at \$4.95

You Would Consider Them Cheap at \$7.50

DAINTIEST creations in crepe de chine, net, chiffon, crepe, fine laces and silk that accentuate the loveliness of womanhood! Compare these blouses with those from Paris and machine stitching is practically the only difference.

—Among the new features are Medici collar and frills of pleated net or chiffon and trimmings of tiny fancy buttons, changeable crystal and other materials. Every shade to harmonize with the new suits.

—When you see these new arrivals you will not understand why we are not asking you to pay \$7.50 for these beautiful blouses.

New Arrivals In

Women's Fall Footwear

AMONG the new arrivals in women's Fall Footwear is a brown and gray suede button shoe, made on the new receding toe; just the thing to match your new Fall suit. A pair.....\$5.00

EXTRA SPECIAL—In the shoe department for the end of the week. Whittemore's tan polish, quart size; regular 35c value, for.....19c

PUMP AND SLIPPER TREES—Just the thing to keep your pumps in shape; a pair.....15c

NOTICE—See our Mesa Ave. window display of women's new evening slippers.

Expert Shoe Repairing

THE "Popular" has installed a new feature to their shoe section. We now have an expert Shoe Repairing Department and will be glad to call for your repair work and deliver same to you.

Complete Stocks of

"American Lady," "Madame Mariette," "Madame Lyra," "Nemo," "Regis," "Gossard Lace Front," "Warner's Rust Proof," "Thompson's Glove Fitting," "W. B.," "La Vida" corsets. Our Skilled Corsetiere—Mrs. Tineh, will display and fit models that might have been designed for the individual figure.

BIG CONTRACT FOR EL PASO CEMENT CLOSED

Prescott, Ariz., Oct. 15.—L. C. Morton, state agent for the Southwest Portland Cement company, of El Paso, has just landed the biggest cement order ever placed in Arizona. Between October 20 and 25 his company is to deliver at Prescott 60,000 barrels of cement, which will be used by Maney Brothers in constructing the big dam of the Arizona Land & Irrigation company at the junction of Granite and Willow creeks, a few miles north of Prescott. Maney brothers also took an option on 40,000 barrels at the same price, and it is expected that all of 100,000 barrels will be required before the project is finished.

A barrel of cement weighs 400 pounds. The 60,000 barrel consignment will weigh 24,000,000 pounds and fill 300 freight cars, allowing the maximum of 100,000 pounds to the car.

SPIRITUALIST IS TRIED AS ACCESSORY TO MURDER

Murfreesboro, Ark., Oct. 15.—F. G. Farrell, a blind and infirm spiritualist, medium of Glenwood, was placed on trial in the circuit court here charged with being an accessory through his occult demonstrations, to the murder of Mrs. T. J. Turner, and Miss Rhodie Carter, of Glenwood. The women died after taking poison in a suicide pact with Mrs. Turner's husband.

Turner recovered from the effects of the poison he swallowed and confessed he had administered the drug to his wife and Miss Carter. The state charges that Farrell, through his occult demonstrations, induced the three to enter the suicide pact in order that he (Farrell) might get possession of Turner's property.

WESTGARD IS NOW AT BALTIMORE, MD.

Baltimore, Md., Oct. 15.—Having traveled approximately 4500 miles, mapping out a trans-continental route from San Francisco to New York, W. O. J. Westgard, pathfinder of the American Automobile association, has arrived here.

Good Advice

An El Paso Citizen Gives Information Of Priceless Value.

When you suffer from backache, headaches, dizziness, nervousness, feel weak, languid, depressed, have annoying urinary disorders; do you know what to do? Some El Paso people do. Read the statement that follows. It's from an El Paso citizen. Testimony that can be investigated. L. A. Meader, proprietor, blacksmith shop, 1116 E. Missouri St., El Paso, Tex., says: "Whenever I have headaches or feel weak, I use Doan's Kidney Pills. We always have a box in the house and we have found that they do us more good than any other kidney medicine we have ever used. I am pleased to give my name, endorsing Doan's Kidney Pills, for they do all they are claimed to do."

If your back aches—if your kidneys bother you, don't simply ask for a kidney remedy—ask distinctly for Doan's Kidney Pills, the same that Mr. Meader had—the remedy backed by home testimony. 50c all stores. Foster-Milburn Co., Props. Buffalo, N. Y.—Advertisement.

The Two-Republics Life Insurance Company

EL PASO, TEXAS
A. KRAKAUER, President.

Good men wanted to sell policies that guarantee protection.
C. R. RUSSELL, Supt. of Agents.
LOUIS ST. J. THOMAS, Secty. and Gen'l Mgr.

It Pays to Think!

When you buy life insurance—the three things to consider are: Safety, Quality, Price. The Union Central, of Cincinnati, has nearly half a century of successful history. 350 millions insurance in force, pays highest annual dividends to policyholders, and has a "net premium rate" LOWEST of all. Make me prove it.

"Talk With Tyndall"

217 American Bank, El Paso.

Phone 4570.